

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMBINE, INC.  
(P.O.)  
Printed in U.S.A.

AD# (PS1) 106-C2 "LOTTO COMPUTER"-REQ# 16-93349-Super Page (8" x 10 13/16")-4/C  
Product News (Spokane, Wash.), May 10, 1987

© Philip Morris Inc., 1987

## PLAYERS LIGHTS 25's

# Go ahead, press your luck!

### FREE Lotto Computer!

Now picking lotto numbers has never been easier or faster. Just press the big red **Players Lights 25's button** and your **Lotto Personal Computer** will randomly select numbers for any state lottery or daily numbers game!

You're always in luck with **Players Lights 25's**—**50 EXTRA** per carton, 5 **EXTRA** per pack!

And now get the **Players Lights 25's Lotto Computer** **FREE** with 4 carton proofs of purchase.



Kings  
& 100's  
Regular and  
Savard

Mfr's suggested pricing based on full price brands.

Range: 12 mg "tar," 0.9 mg nicotine av.

100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

Lotto Personal Computer is a trademark of Lottomax Ltd. 1986.

**SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.**

### PLAYERS LIGHTS 25's

## FREE Lotto Computer!

**TO ORDER:** Send 4 carton proofs from 4 cartons of **Players Lights 25's** and 100's (100's only) to:

Send Lotto Computer to:

**TO ORDER:** Send \$25 check or money order to **PLAYERS LIGHTS 25's LOTTO COMPUTER** (no cash please) for each Lotto Computer ordered.

# of Computers	Lotto Computer Price	Total Cost
1	\$25.00 each	\$25.00
2		\$50.00
3		\$75.00
4		\$100.00

Total Order: \$

Please allow 4 to 6 weeks for delivery. No post-dating on this offer. Also notify that you wish to receive the above 4 carton proofs. Offer expires 6/30/87. Offer good while supply lasts.

### PLAYERS LIGHTS 25's

## You're already in luck... Here's \$1.00 off your next carton!

**TO ORDER:** Send 4 carton proofs from 4 cartons of **Players Lights 25's** and 100's (100's only) to:

Send Lotto Computer to:

**TO ORDER:** Send \$25 check or money order to **PLAYERS LIGHTS 25's LOTTO COMPUTER** (no cash please) for each Lotto Computer ordered.

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